



For Immediate Release

**Contact:**

Janet Dayton  
Mitchell 1  
858-391-5251

[Janet.Dayton@mitchell1.com](mailto:Janet.Dayton@mitchell1.com)

Lynn Konsbruck  
Maximum Marketing Services  
773-547-0488

[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Mitchell 1 SocialCRM Shop Marketing Program Wins 2024 PTEN People's Choice Award

**SAN DIEGO, Calif. – Oct. 1, 2024** – Mitchell 1 announces its SocialCRM shop marketing program has won a People's Choice Award in the automotive software category of the 2024 Professional Tool & Equipment News (PTEN) Innovation Award program.

SocialCRM's stand-out feature, the [Google Optimization Suite](#), is available exclusively through its premium LocalSearch services. The suite provides a wide range of Google digital tools to help auto repair shops boost their online presence and customer engagement to grow their business. The suite dramatically simplifies online and digital marketing processes for shop owners/managers, so they can focus on running their business while maintaining positive customer relationships.

"It's an incredible honor to be chosen for the People's Choice Award, and we are grateful to the automotive service professionals who recognized the value of our Google Optimization Suite," said Jen MacDonald, director of Marketing, Mitchell 1. "This award highlights the importance of innovation to stay ahead of the curve in online marketing. Shops need to leverage advanced technology to thrive in today's competitive digital landscape."

Key features include verified review services; automated, tailored review responses; a ReScore feature to mitigate negative reviews; and instant content creation for promotions and announcements. Users can access features via a centralized dashboard with ongoing support from dedicated SocialCRM marketing agents.

For the tenth year, readers of PTEN were invited to voice their opinions and vote on their top products entries nominated in the Innovation Awards program to be recognized as 2024 PTEN People's Choice Award winners.

For more information about Mitchell 1, visit [mitchell1.com](http://mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://www.mitchellrep.com).

### **About Mitchell 1:**

As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at [mitchell1.com](http://mitchell1.com).

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